

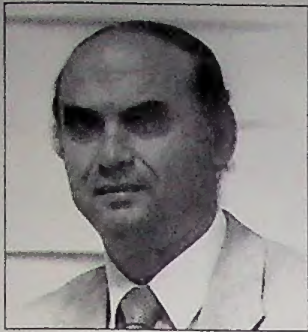


PRELIMINARY PROGRAM IPA'S 29TH CONVENTION



**JERUSALEM, ISRAEL
16-19 JANUARY
1995**

THE BORDERLESS WORLD



Dear Colleague,

As Chairman of the upcoming IPA Convention, I take pleasure in inviting you to attend the 29th Annual Convention of the Information Processing Association of Israel, to be held in Jerusalem, during January 16 - 19, 1995.

The IPA is the umbrella organization of all the professionals involved in Israeli information technology. Membership includes leaders in Israel's hi-tech, telecommunication and software industries as well as their users.

There is no better way to catch up on and discuss the latest developments in this field than to meet and discuss them. World renowned experts in information technology will be lecturing on topics which are of vital interest to all those involved in the industry. These topics will include lectures on the new "hot" technologies of today: Client server, object orientation, telecommunications, open systems, multimedia, parallel computing and ATM technology. A special program of professional visits to Hi-Tech industries and R&D institutes will enable delegates to sample Israel's achievements.

Israel is going through an historical process on the road to peace. The process is opening doors which were in the past closed to Israel. This can lead to an increase in the volume of foreign investment and the launching of new commercial markets. Together with these bounties, we look forward to welcoming delegates from Arab countries to the convention.

A comprehensive commercial exhibition will be held within the framework of the convention, complementing and enriching the scientific program. It will showcase the achievements of Israel's information technology industry. Exhibits will include: telecommunication systems, wireless infra red transmission, frame relay, video on demand, video conferencing, multimedia products and systems, client-server systems, database and generator products, CAD/CAM applications and educational systems.

Israel's distinguished public figures, who have indicated their willingness to take part in the proceedings, include the President of the State of Israel, Ezer Weizman; Foreign Minister Shimon Peres, Minister of Trade and Industry Micha Harish and Ehud Olmert, Mayor of Jerusalem.

The convention will provide a golden opportunity to combine a visit to Jerusalem and its multi-faceted ancient history with the new technologies of modern Israel. We urge you to seize this opportunity and to come and be part of a unique event in a unique setting.

Yours sincerely,

Amiram Shore
Chairman - 29th IPA Convention

Convention Committee

- | | |
|-------------------------------|---------------------------------------------------------------------------|
| Amiram Shore | - Chairman of the IPA Convention
M.L.L. Software & Computers Ind. Ltd. |
| Dr. David Mittwoch | - President of IPA
AT&T-GIS |
| Moshe Gottlieb | - Chairman of the Board - IPA
Bar Ilan University |
| Dr. Mira Marcus-Kalish | - Chairman of Program Committee
The Weizmann Institute of Science |
| Arie Amit | - Chairman of Organizing Committee
Kesselman Management Services |
| Bat-Sheva Shezaf | - Managing Director - IPA |

Program Committee

- | | |
|---------------------------------|-------------------------------------------------|
| Dr. Mira Marcus-Kalish | - Chairman
The Weizmann Institute of Science |
| Hanan Achsaf | - Motorola Israel |
| Dr. Meir Burstin | - Advanced Recognition Technology |
| Dr. Yehoshua J. Gleitman | - Ministry of Industry & Trade |
| Shaula Haitner | - IBM Israel |
| Yehuda Zisapel | - RAD-BYNET |
| Dr. Abraham Meidan | - Hashavshevet |
| Prof. Zeev Neumann | - Tel-Aviv University |
| Nizam Attallah | - Nizam Systems |
| Eli Attar | - Israel Phoenix Assurance Co. |
| Mira Richman | - Israel Export Institute |

IPA's Professional Societies

- | | |
|------------------------------|---------------------------------------------|
| Dr. Yoel Adir | - Rafael |
| Prof. Issachar Gilad | - Technion - Israel Institute of Technology |
| Dr. Morton F. Taragin | - The Weizmann Institute of Science |
| Dr. Shaul Markovitz | - Technion - Israel Institute of Technology |

Organizing Committee

- | | |
|-------------------------|---------------------------------------------------|
| Arie Amit | - Chairman
Kesselman Management Services |
| Nachman Agmon | - Shekem |
| Eid Sader | - Sader Computers |
| Shimon Bukshpan | - Petach-Tikva Municipality |
| Elizur Bar-Yosef | - IBM Israel |
| Amos Cohen | - Israel Export Institute |
| Eli Attar | - Israel Phoenix Assurance Co. |
| Itzhaki Koren | - Fibronics |
| Lior Kamil | - ITECH |
| Sara Kremer | - The Center for Jewish/Arab Economic Development |
| Danny Katarivas | - Ministry of Industry & Trade |

In Cooperation with:

**MINISTRY
OF INDUSTRY
& TRADE**



המרכז היהודי-ערבי למיתוח כלכלי
المركز اليهودي-العربي للتطوير الاقتصادي
The Center for Jewish-Arab Economic Development



MONDAY, JANUARY 16, 1995

(Dan Panorama Convention Center, Tel-Aviv)

From 17:00-Registration

18:30-Get-Together Reception

19:30-Welcome Address-**Amiram Shore**

M.L.L. Software & Computers Industries Ltd.

20:00-Information Systems in the 90's: New World Disorder

Paul Gilling

Editor, COMPUTERWORLD, USA

20:45-Success Through Creativity

Randall Munson

Founder & President of 'CREATIVE PRODUCTIONS', USA

TUESDAY, JANUARY 17, 1995

(Jerusalem Convention Center)

From 08:30 Registration

09:30-11:00 **PLENARY SESSION 1**Welcome Address: **Mr. Ehud Olmert**, Mayor of Jerusalem

Global Information Infrastructure - The Next Generation

Prof. Lawrence H. Landweber,

Computer Science Department University of Wisconsin, USA

Vice-President of Internet Society

The Electronic Global Village - Challenges & Opportunities

Dr. Abe Peled,

Senior VP, Business Development Elron Electronics Industries Ltd.

Former IBM Research Division VP Systems & Software

11:00-11:30 Coffee Break

11:30-13:00 **PLENARY SESSION 2**

Guest of Honor:

Mr. Ezer Weizman

President of the State of Israel

PANEL: LIBERALIZATION IN COMMUNICATIONModerator: **Yoram Alster**, Consultant-former chairman of the board-BEZEK-The Israeli Communication Company

Panelists:

Sal Noto, Product Manager, Vice President for Global Messaging and Information Services, AT&T Easylink**Shlomo Waxe**, General Director,

Ministry of Communication

Isaac Kaul, President of BEZEK-The Israeli Communication Company**Dr. Abe Peled**, Elron Electronics Industries Ltd.**Dr. Reuven Meidan**, Chief Scientist, Motorola Israel

13:00-14:00 Lunch Break

14:00-15:30 **PARALLEL SESSIONS****Session T1 - Internet 1**Chairman: **Dr. Morton Taragin**, Weizmann Institute of Science
Gigabit Testbeds in the USA - Technical Overview**Prof. Lawrence H. Landweber**, Computer Science Department
University of Wisconsin, USA

Vice-President of the Internet Society

Medical Education on the Internet**Prof. Art Huntley**, Dermatology, University of California
& Weizmann Institute of Science**Session T2 - Object Oriented**Chairman: **Michael W. Rosler**, Product Manager, AT&T Israel**The Future Markets of Software Development Tools****Mitchell E. Kartzman**, Founder, Chairman & CEO

Powersoft Inc., USA

Strategy of Development Tools**Mike Olsson**, Marketing Manager,

Microsoft, USA

**Developing Mission Critical Applications, in Large Volume
Heterogenic Networks and Decentralized Servers****Elie Kanaan**, Director of Marketing Sybase Europe, France**Session T3 - Survival Guide to Software Testing**Chairman: **Moti Krispil**, TesCom Ltd.**Global Survey of New Trends and Challenges Facing
Software Testing****Moti Krispil**, Head of R&D, TesCom - Testing Computer Systems**User Acceptance Testing -****Theory & Practice (based on industry experience)****Jeoff Quentin**, Chairman of the British Computer Society Special
Interest Group in Software Testing, England**Session T4 - Applications in Man Machine Systems**Chairman: **Dr. Issachar Gilad**

Technion - Israel Institute of Technology

Human Factors in Evaluation of Man Machine Systems**Dr. Michael Brikner**, Vice President, PAMAM Human
Engineering Former Senior Research Scientist at NASA
& Head of Human Engineering Division, Israeli Air Force.**Virtual Reality Applications in Development of Work Stations****Mr. Samuel Konforti**, Israel Defence Forces.**Production Time as a Work Load Measure****Dr. Dan Zakay**, Tel Aviv University**Session T5 - Israel Management Center****Management in the Dynamic Information Era****Managing in the Information Era****Prof. Israel Borovich**, President & CEO Arkia Israeli Airlines Ltd.**A Glance to the Future Information Technologies****Dr. Dov Biran**16:00-17:30 **PARALLEL SESSIONS****Session T6 - Applications on the Internet****Dr. Zeev Barzilai**, Information Global Network, IBM Israel**Israeli Information Services in the Internet - A Survey****Dov Viner**, MOFET Institute & MAHAR 98**The Use of International Communications in the Commercial
Activities of a Company****Dr. Beth Erez**, Director of Strategic Planning, ElronNet,
Elron Electronic Industries Ltd.

Session T7 - Panel:

The Software Market in the Year 2000

Moderator:

Dr. Sheizaf Rafaeli, The Hebrew University, Jerusalem

Panelists:

Dr. Abraham Meidan, President, Hashavshevet

Amiram Shore, President, M.L.L. Software & Computers Industries, Ltd.

David Assia, President & CEO of Magic Software Enterprises, Ltd., Mashov

Elizur Bar-Yosef, International Procurement Office Manager, IBM Israel

Arie Scope, General manager, Microsoft Israel

Session T8 - Right Sizing

Downsizing the MF in a Safe Way

Yoram Har-Lev, The Israeli Electric Corporation Ltd.

Moving from Central to Client-Server Operating Environment - A Field Report

Azi Cohen, General Manager, SCP Systems

Building Open Client-Server Systems

Arie Levy, Software Consultant, Digital Israel

Session T9 - Ergonomics in Product Design

Chairman: **Samuel Konforti**, IDF

Ergonomics Variants in Key Boards Design

Dr. Issachar Gilad, Technion - Israel Institute of Technology

Communication by Pictograms

Eddy Lehavi, Lehavi Designs

Computer Simulations in Motor Learning

Dr. Roni Lidor, The Zinman College of Physical Education at the Wingate Institute

Session T10 - The Israel Management Center

Panel: Managing in a Wired Company

Moderator: **Dr. Gadi Ariav**, Tel Aviv University

Panelists: Major Representative Managers of the Israeli Market

WEDNESDAY, JANUARY 18, 1995

(Jerusalem Convention Center)

08:30 Registration

09:30-11:00 PARALLEL SESSIONS

Session W1 - High Speed Computer Networks

Information Super-Highway: Introduction

Yehuda Zisapel, President of Rad-Bynet Group.

LANs Interoperability Over ATM Networks

David Drury, Fore Systems, UK

LAN Switching Solution

Beni Hanigal, CEO & **Shmuel Levi**, Lannet

Towards Optical Fiber Systems at 100 Gigabit/second

Prof. Gadi Eisenstein, Technion, Israel Institute of Technology

Session W2 - UNIX & Open Systems

Chairman: **Dr. Joel Adir**, Support Manager for Computer Services, REFAEL

Considerations for Moving to Open Systems

Zvi Parush, Manager, Data Systems

Current Technology for Large Unix Centers

Zvi Brunner, Vice-President Technology, Team Computers

Netware-4 and UNIX Connectivity

Chaim Inger, Manager of Technical Support, Mashov

Session W3 - Virtual Reality

Buzzwords Only-The Real, The Virtual, The Hype and the Bottomline.

Neora Shem-Shaul, Editor, Zombit Magazine.

Session W4 - Document Management & Re-Engineering

Chairman: **Lior Kamil**, President, iTECH

The Document Management Market Place -

Yesterday, Today and Tomorrow - A review of industry trends and the key drivers of Document Imaging Systems

Paul M. Carman, AIIM - Association for Information & Image Management, USA

Implementing Imaging and Re-Engineering Solutions: Benefits Versus Pitfalls

Lior Kamil, President, iTECH

The Implications of the Workflow Approach on the Organization

Izhak Heldi, Seker

Implementing Project "REEM-2" in the Israeli Electric Corp. Using a Re-Engineering Approach

Ilan Strulovitz, Logistical Systems Department Manager, The Israeli Electric Corporation Ltd.

Session W5 - Artificial Intelligence - Annual Conference

Chairman: **Dr. Shaul Markowitz**

Technion, Israel Institute of Technology

Industrial Applications of Machine Learning

Prof. Yves Kodratoff, Director of Research, French Centre National de la Recherche Scientifique, University of Paris-Sud, France

High Performance Artificial Intelligence

James Hendler, University of Maryland, USA

11:00-11:30 Coffee Break

11:30-13:00 PARALLEL SESSIONS

Session W6 - Internet

Chairman: **Prof. Ehud Shapiro**, Weizmann Institute of Science & Yubik

New Business Applications in the Internet

Prof. Ehud Shapiro, Weizmann Institute of Science & Yubik

The Internet Wild West - The Challengers of Dealing with New Types of Crime

Dr. Raphael Yahalom, School of Business Administration Hebrew University, Jerusalem

Work and Play of the Internet

Dr. Sheizaf Rafaeli, School of Business Administration The Hebrew University, Jerusalem & Macom Ltd.

Session W7 - Multimedia

Chairman: **Victor Shenkar**, Tiltan/IBM

Multimedia and UNIX

Dr. Ariel J. Frank, Dept. of Mathematics & Computer Science, Bar-Ilan University

Business Opportunities in Multimedia

Noga Kainan, I.B.L. - International Business Leads Ltd.

Photo Realistic Real-Time Terrain Rendering

Victor Shenkar, Tiltan/IBM

Session W8 - EDI to Achieve Business Process

Re-Engineering Goals

Chairman: **Meir Shor**, M.L.L. Information & Technology

Electronic Information as an Infrastructure for International Business

Meir Shor, M.L.L. Information & Technology

EDI to achieve Business Process Improvement in Israel Airforce Industry

Rachel Zucker, General Manager
MAMAN - Israel Aircraft Industries

The New Customs System in Israel

David Shimoni, Directorate of Customs & V.A.T.

Session W9 - Data Bases

Combining a Data Reduction Model and a Virtual Hypertext Node in Handling Very Large Data Bases

Offer Drori, Shaam Information Systems

An Intelligent System for Routing User Requests in a Network of Autonomous Data-Bases

Ran Giladi & Prof. Peretz Shoval,
Ben-Gurion University of the Negev

A Natural Language Interface in Hebrew for Relational Databases

Eliezer Gur & Prof. Yaacov Choueka, Bar-Ilan University

Session W10 - Artificial Intelligence - Annual Conference (Cont'd)

Chairman: **Shaul Markowitz**, Technion, Israel Institute of Technology

Consenting Agents: Negotiation Mechanisms for Multi-Agent Systems

Jerffery Rosenchein, The Hebrew University, Jerusalem

A Complete & Accurate Hebrew Index Based on generated Phonemic Text

Uzzi Ornan, Technion, Israel Institute of Technology

13:00-14:00 Lunch Break

14:00-15:30

PLENARY SESSION 3

Driving Without Headlights: The Promise and Perils of the Information Superhighway

Paul Gilling, Editor, COMPUTERWORLD, USA

Panel: Design Center in Israel: Good? For Whom?

Moderator: **Prof. Dani Dolev**

Panelists: **Hanan Achsaf**, Managing Director & Country Manager, Motorola Ltd.

Dr. Yehoshua Gleitman, Chief Scientist, Ministry of Industry & Trade

Dr. Josef Raviv, Director, Science & Technology, Haifa research Laboratory, IBM, Israel

Yehuda Zisapel, President of RAD-BYNET

Prof. Shlomo Maital, Technion, Israel Institute of Technology

15:30-16:00 Coffee Break

16:00-17:30

PLENARY SESSION 4

16:00-16:45 Success Through Creativity

Randall Munson, Founder & President of "Creative Productions"

16:45-17:30

Peace Aspects in the Middle East - in a Borderless World

Mr. Shimon Peres, Minister of Foreign Affairs

THURSDAY, JANUARY 19, 1995

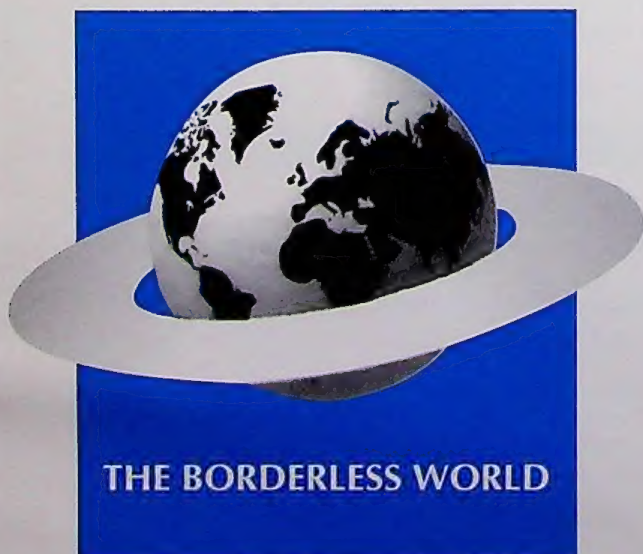
Professional Visits to R&D and High Tech Industries (Optional)

LANGUAGE

The lectures listed will be held in Hebrew or English. An English track will be available throughout the day, and will be published in the program to be distributed at the convention.

EXHIBITION

A comprehensive commercial exhibition will be held within the framework of the convention, which will feature the achievements of the software, telecommunications and computer industries in Israel.



REGISTRATION

REGISTRATION FEES

Participant	\$ 225.00
Professional visits	\$ 75.00

Registration fees cover:

Admission to sessions and exhibition, Convention material, Get-together reception, coffee breaks and lunch.

MODE OF PAYMENT - By check payable to: IPA

By credit cards: VISA and American Express only.

CANCELLATION POLICY

Refund of registration fees, less \$50 handling fee, will be made if written cancellation is received.

TRAVEL AND ACCOMMODATION

INTERNATIONAL TRAVEL & CONGRESSES LTD. is the official travel agent of the Convention and will provide all the necessary tourist services to participants. These optional services include pre- and post-convention tours, assistance and transfers at Ben Gurion Airport, car-rental and additional hotel accommodations. Blocks of rooms at specially reduced rates have been secured at the following hotels. In order to benefit from these rates, reservations and payments for accommodation must be made through International Ltd., and not directly to the hotels.

Accommodation and tour prices are based on a minimum of 25 people.

Accommodation is offered at the following Jerusalem hotels:

	Double-room (two persons)	Single-room
Holiday Inn	\$110	\$91
Paradise	\$ 74	\$68
Jerusalem Gate	\$ 62	\$53

Hotel rates are in US dollars, per night, and include full Israeli buffet breakfast and service charges.

Reservations should be made as soon as possible on the enclosed accommodation form, accompanied by a deposit of \$100 per person and sent to:

INTERNATIONAL TRAVEL & CONGRESSES LTD.

P.O. Box 29313, 61292 Tel Aviv, Israel.

Tel: +972-3-5102538, Fax: +972-3-660604

(Fax number as of 1/1/95 +972-3-5160604)

MODE OF PAYMENT:

By check payable to: INTERNATIONAL LTD.

By credit cards: VISA and American Express only

CANCELLATION POLICY

Refund of accommodation and tour payments will be made if written cancellation is received as follows:

- Before January 12, 1995 - full refund less \$50 handling fee
- After January 12, 1995 - the cost of one night's accommodation.

OPTIONAL PRE- AND POST CONVENTION TOURS

PRE-CONVENTION TOUR A

JERUSALEM - BETHLEHEM (one day)

Monday, January 16, 1995.

Old and New Jerusalem, modern biblical and historical sites. Highlights: Old City Wall, Western Wall, Temple Mount (no entrance to Mosques), Via Dolorosa, Church of the Holy Sepulchre, Jewish Quarter, Cardo, Knesset, Bethlehem, Church of the Nativity, Yad-Vashem.

Price: **\$38.-** per person

POST-CONVENTION TOUR B

MASADA - DEAD SEA - EIN GEDI (one day)

Friday, January 20, 1995

The Judean Desert and the Dead Sea, lowest point on earth, the ancient Herodian fortress of Masada and the delightful Ein Gedi SPA for a "swim". Highlights: Ma'aleh Adumim, Judean Desert, Kallia, Masada, Ein Gedi Spa.

Price: **\$56.-** per person

POST-CONVENTION TOUR C - BEIT SHEAN, CAPERNAUM, NAZARETH, TIBERIAS (one day)

Saturday, January 21, 1995

Historic sites and ruins in the Galilee.

Highlights: Jordan Valley, Beit Shean excavations, Nazareth-Church of the Annunciation, Capernaum ancient synagogue, Sea of Galilee-boat trip, Tiberias, Jordan River.

Price: **\$47.-** per person

Additional tours may be arranged on site at the travel desk.

GENERAL INFORMATION

CONVENTION VENUE

Monday, January 16, 1995:

Dan Panorama Convention Center, Tel Aviv

Tuesday - Thursday, January 17 - 19, 1995:

Jerusalem Convention Center

CLIMATE

The weather in Jerusalem in January is generally cold and wet. Average temperatures: 5.2° - 12.5° C, 41.3° - 54.5° F

CONVENTION SECRETARIAT/ORGANIZERS

International Travel & Congresses Ltd.

P.O. Box 29313, 9 Rothschild Blvd., 61292 Tel Aviv, Israel

Tel: 972-3-5102538, Fax: 972-3-660604

(as of 1/1/95 new fax number 972-3-5160604) Tlx: 371767 INTVL IL

EXHIBITION ORGANIZERS

Miriam Maltz Exhibition Services Ltd.

30 Hey B'iyar Street, 62988 Tel Aviv, Israel

Tel: 972-3-6910188, Fax: 972-3-6956963

IPA'S 29TH CONVENTION-January 16-19, 1995

REGISTRATION FORM

Please type or fill out in BLOCK letters and airmail to:

IPA'S 29TH CONVENTION c/o International Travel & Congresses Ltd.
P.O. Box 29313, 9 Rothschild Blvd. 61292 Tel Aviv, Israel

NAME _____
Last First Title

FULL MAILING ADDRESS _____

Country Telephone Fax

REGISTRATION FEES

Participant \$225.00

Professional visits \$ 75.00

Total remitted with this form: \$ _____

MODE OF PAYMENT

☐ By check payable to IPA

☐ By credit card ☐ VISA ☐ American Express

Name (as shown on card) _____ card number _____

Expiry date: _____ Amount to charge: _____

_____ Date

_____ Signature

IPA'S 29TH CONVENTION-January 16-19, 1995

ACCOMMODATION FORM

Please type or fill out in BLOCK letters and airmail to:

International Travel & Congresses Ltd.

P.O. Box 29313, 9, Rothschild Blvd., 61292 Tel Aviv, Israel

NAME _____
Last First Title

FULL MAILING ADDRESS _____

Country Telephone Fax

I will share the room with: _____

ACCOMMODATION (Deposit: \$100 per person)

Name of hotel _____ [] Single-room [] Double-room

Check-in _____ Check-out _____ nights x _____ per night=\$ _____

OPTIONAL PRE-POST CONVENTION TOURS: (Enclose full payment for tours)

Pre-convention tour A: \$38 x _____ person(s) = \$ _____

Post-convention tour B: \$56 x _____ person(s) = \$ _____

Post-convention tour C: \$47 x _____ person(s) = \$ _____

MODE OF PAYMENT:

☐ By check payable to INTERNATIONAL LTD.

☐ By credit card ☐ VISA ☐ American Express

Name (as shown on card) _____ card number _____

Expiry date _____ Amount to charge _____

_____ Date

_____ Signature